BREAKOUT SESSIONS D
THURSDAY 11:00-12:00 PM

POLITICS

P-7 **Coming Full Circle: Tobacco Industry International Marketing Policies**

What goes around, comes around. How U.S. cigarette companies force feed their products on third world countries, and how those policies haunt our efforts in California.

Moderator: *Regina Ellena*, Butte County Department of Public Health

Speakers: TBA

P-8 **Tobacco Free School District Policies**

Where are we in the race for tobacco-free schools? Hear from tobacco free districts– how they dealt with school boards, union support, implementation and compliance.

Moderators: *Mary Schoenfeldt*, Wellness Consultant; *Carol Stoughton*, T.U.P.E. Coordinator, San Juan Unified School District

Speakers: *Walter R. Cruz*, Assistance Director, Special Services, Inglewood Unified School District; *John Roach*, Assistant Superintendent of Education Services; Charter Oakland Unified School District; *Barbara Dietsch*; T.U.P.E. Coordinator, Los Angeles Unified School District

NEW ALLIANCES

N-6 **Reach Out and Touch Someone...Tobacco Hotlines**

This session highlights three hotlines currently operating in California. Learn how hotlines have helped California's diverse communities quit smoking.

Moderator: *Terri Stratton*, Health Education Consultant, Tobacco Control Section, California Department of Health Services

Speakers: *John Pierce*, Co-Principal Investigator, Statewide Tobacco Hotline. Other Speakers TBA

MEDIA

M-7 **The California Media Campaign - From Behind the Scenes to an "On Camera" View.**

This session reviews the tactics, strategies and fortitude of some of the key players in bringing the message to 30 + million Californians "Warning: Some People Will Say Anything To Sell Cigarettes." They will review some of the key messages and why these messages worked, as well as what it took to say them.

Moderator: TBA

Speakers: *John D. Miller*, Chief of Staff, Senator Diane Watson, California Legislature Principal Consultant, Senate Health Committee; *Paul Keye*, Chairman, Executive Creative Director, Livingston & Keye Advertising Agency; *Jacquolyn Duerr*, Chief, Media Campaign, Tobacco

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Control Program, California Department of Health Services; *Colleen Stevens*, Associate Health Program Advisor, Media Campaign Unit, Tobacco Control Section, California Department of Health Services

WORKING MODELS

W-8 **It's the Law! What The Tobacco Industry Is Not Telling You About Youth Access To Tobacco**

This session highlights two merchant education programs, one in southern California and one in northern California. Speakers discuss gaining access to merchants, barriers and solutions, community impact, law enforcement and future directions.

Speakers: *Rick Kropp*, Project Director, S.T.A.M.P., North Bay Health Resources Center; *Marianne Wildey*, Project Coordinator, Project T.R.U.S.T., SDSU; *Anne Erickson*, Corporate Trainer, Project T.R.U.S.T.; *Karen Kaey*, Independent Trainer, Project T.R.U.S.T.; *Dan Tomsky*, Community Resource Specialist, Project T.R.U.S.T.

W-9 **Setting the Stage: The Use of Theater in Tobacco Education**

This session features programs using live theater to reach their target audiences. Four model projects provide information on how they developed their programs, obtained participation, and achieved their goals. Opportunity for discussion and questions from the audience will be provided.

Moderator: *Catherine Crooks*, Evaluation Coordinator, San Diego State University

Speakers: *Joann Hoffman*, Director of Community Health Services, El Progreso del Desierto, Inc.; *Jerilyn Cochren*, Tobacco Project Coordinator, Fantasy Theater for Children, Inc.; *G. Carlos Hanessian*, Project Coordinator, La Maesta Amnesty Center; *TBA* - Contra Costa County Department of Health Services, Tobacco Prevention Program

YOUTH

Y-8 **Overcoming Evaluation Roadblocks Through Creative Approaches**

Representatives from four youth-serving organizations address how their project handles one or more critical issues pertinent to evaluation of programs. These issues include: (a) Can we get information from preschoolers through interviews? (b) Attrition: dealing with a shifting population, and (c) Beyond paper-and-pencil measurements for early adolescents. (Repeat of session Y-7)

Moderator: *Erin Kenney*, Tobacco Control Program Evaluation, San Diego State University

Speakers: *Stafford Cox*, California State University, Long Beach Foundation; *David Hembry*, Boys and Girls Clubs of Fresno; *Decora Lomas*, Contra Costa County Health Services Department. Other Speakers TBA.

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BREAKOUT SESSIONS D CONT.
THURSDAY 11:00-12:00 PM

Y 9 **Family Focused Tobacco Use Prevention Education-Creating Community Change**

This session highlights successful tobacco education programs involving families including the examination of conflict resolution with parents and children. Various support services available to youth and their family members are to be examined.

Moderator: TBA

Speakers: TBA

BREAKOUT SESSIONS E
THURSDAY 1:30-3:00 PM

POLITICS

P 9 **Tobacco Industry Tactics in the State Legislature**

What tricks have been tried to stop California's tobacco revolt? Hear the accounts of preemption and diversion of funds from the battle weary health advocates who work in Sacramento.

Moderator: *Kevin Goebel*, Manager, Legislative Programs, Americans for Nonsmokers' Rights

Speakers: *Michael Begay*, Postdoctoral Fellow, University of California, San Francisco, Institute for Health Policy Studies; *Theresa Velo*, American Cancer Society. Other Speakers TBA

P 10 **Local Communities Working Together**

Leaders in local tobacco education discuss what the mobilized community looks like, the value of staying in touch with the larger tobacco control community, and how tobacco control presents a unique opportunity for city and county governments to work collaboratively.

Moderator: *Gretchen Mariotti*, Council Member, City of Pinole

Speakers: TBA

NEW ALLIANCES

N 7 **Local Coalitions: Community Participation in California's Tobacco Revolt**

Local coalitions serve as vehicles for broad-based community participation, and play a central role in California's tobacco revolt. Learn about the key factors influencing coalition effectiveness, including management, communication systems, organizational structure, internal operations, and community involvement.

Moderator: *Todd Rogers*, Director, Health Promotion Resource Center, Stanford Center for Research in Disease Prevention

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Speakers: *Delia Alvarez*, Director of Public Health, Santa Clara County Health Department; *Willie Edwards*, Tobacco Control Coordinator, Alpine County Health Department; *Jennice M. Singer*, Senior Health Educator, Santa Cruz County Health Services Agency; *Ingrid Lamirault*, Director, Tobacco Control Program, Los Angeles County Health Department

MEDIA

M-8 Advertising vs. Health Education – Who Gets the Message Out Right?

The great debate continues! Health Educators have been getting the message on tobacco out since the 1950's. Along came the advertising/marketing folks who think they can do it better. Who does it best? This session features a lively debate between representatives of both "camps." Come prepared to contribute!

Moderator: *David Crippens*, Sr. Vice President, Educational Enterprises, K.C.E.T., Los Angeles

Speakers: *Dearell Niemeyer*, Project Director, Prospect Associates; *Paul Keye*, Chairman, Executive Creative Director, Livingston & Keye Advertising Agency

M-9 The Changing Language of Tobacco

Realizing California's population continues to grow as its immigrant population does, service providers need to learn how to get the anti-tobacco message out. Panelists present their methods and successes at measuring acculturation, and the programs developed to reach the monolingual/bilingual populations of the State.

Moderator: *Maria Escobar*, Network Coordinator, Network on Hispanic/Latino Tobacco Control, University of San Francisco

Speakers: *Ken Chang, Luisa Leung*, Chinese Community Smoke Free Project; *Celina Echezaretta*, Programa Latino para Dejar de Fumar; *Terry Hogart*, North East Valley Health Corporation (Invited); *Kathy Kim*, Korean Youth Center - Tobacco Education Project

WORKING MODELS

W-10 Smokeless Tobacco: Tarnishing the Spitting Image

Smokeless tobacco does not carry the health hazard warning that cigarettes do, but it should. It is tobacco just the same and is habit-forming. This session addresses the various issues of smokeless tobacco and the consequences of chewing and dipping.

Speakers: *Marc T. Braverman*, Project Director, Project California 4-Health, University of California-Davis; *Mary Maurer*, Project Coordinator, The Dental Health Foundation; *Liz Cofer*, Project Coordinator, Cal Poly Snuff Out Tobacco Project; *Dr. Gustavo Galindo*, Indian Health Council, Pauma Valley, CA; *Marc Gold*, Smokeless Tobacco Outreach Project, Contra Costa County Health Services Dept.

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BREAKOUT SESSIONS E cont.
THURSDAY 1:30-3:00 PM

W-11 Reaching Those Who Reach Others: Training Health Care Providers

This session highlights a variety of projects that train health care providers in tobacco use cessation, prevention and advocacy. Panelists discuss different approaches, methods of reaching their targets, barriers, solutions and community impact.

Speakers: *Patricia Jones*, Project Director, Tobacco Cessation Program, Tuolumne General Hospital; *Susan Yael Smith*, Project Director, C.M.A. Target Intervention; *Jim Smith*, Project Coordinator, California D.O.C.; *Khari LaMarca*, Director, San Diego Council of Community Clinics; *Marti Hess*, Provider Education Coordinator, Tobacco Free California/CMA, Target Intervention; *Barbara Hensley*, Project Coordinator, California Association of Public Health Nurses

YOUTH

Y-10 Lights, Camera, Action! Unleashing Creativity in Youth

This session covers areas in tobacco prevention and cessation efforts that successfully utilize youth creativity and resources. Various youth-directed programs highlight active youth activities such as theater, rap, sports events, comedy, art, etc. (Repeat of session Y-5)

Moderator: *Toni Martinez*, Health Education Consultant

Speakers: *TBA* - United Indian Health Services, Teen Advisory Group

Y-11 They Aren't All the Same—Age Appropriate Tobacco Programs

The tobacco industry is targeting kids. The concept of Joe Camel being recognized as readily as Mickey Mouse by 3-year olds means that education needs to occur at a much younger age. This session highlights programs working with kids from pre-school through high-school aged kids, as well as hard-to-reach youth. (Repeat of session Y-6)

Moderator: TBA

Speakers: TBA

Y-12 Family Focused Tobacco Use Prevention Education—Creating Community Change

This session highlights successful tobacco education programs involving families including the examination of conflict resolution with parents and children. We also examine the various support services available to youth and their family members. (Repeat of session Y-9)

Moderator: TBA

Speakers: TBA

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SETTING A FUTURE AGENDA
THURSDAY 3:30-5:00 PM

Setting a Future Agenda: Tobacco Control in California
During this session, representatives from the Tobacco Education Oversight Committee (TEOC) present their views and listen to yours on the future of tobacco control in California. The TEOC is interested in receiving feedback from people working on the "front lines" of tobacco control about what works, what does not, and what direction tobacco control strategies should move toward in the future.

Moderator: *Dileep G. Bal*, Chief, Chronic Diseases Control Branch, California Department of Health Services

Panel: *Carolyn Martin*, Chairperson, TEOC; *Jennie Cook*, TEOC Vice-Chair; *Lester Breslow*, past Vice-Chair; *Curtiss Weidmer*, TEOC member, Health Officer; *Perry Dyke*, TEOC member, Education. Others TBA

BREAKOUT SESSIONS F
FRIDAY 9:00-10:30 AM

POLITICS

P-11 Stones for David: Arming Against the Tobacco Industry Giant
The truth is on our side, and is our best weapon. How to locate and make use of current data in your tobacco control efforts. Topics include second-hand smoke, economic impact, tobacco industry front groups, and debunking industry myths and lies.

Moderator: *Julia Carol*, Co-Director, Americans for Nonsmokers' Rights

Speakers: TBA

NEW ALLIANCES

N-8 Magnet Events: Pulling People Together
This session focuses on planning and implementing a successful magnet event and highlights collaborative efforts of LEA's and CBO's. Topics to be discussed include: Finding common goals; utilizing media; addressing cultural sensitivity; funding considerations; evaluation; overcoming obstacles; and event highlights.

Moderator: *Carlene Henriques*, Project Coordinator, YO NO Tobacco Prevention and Education Project; Island County Health Systems Agency

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BREAKOUT SESSIONS F cont.
FRIDAY 9:00-10:30 AM

Speakers: *Charlene Allert*, Program Director, San Diego Hall of Champions Sports Museum; *Lorrie Hinkleman*, Project Director, YO NO Tobacco Prevention & Education Project; *Willie Edwards*, Director, Tobacco Control Program, Alpine County Health Department; *Kathryn Shack*, Project Director, Tobacco Education, Yolo County Health Department; *Mark Losada*, Development Associate, Radio Bilingue, Fresno

MEDIA

M-10 **A Call to Action**

Using media to get people to act is both art and science. Uses range from prompting people to quit smoking or calling an 800 number for assistance, to getting people to show up at the election booth to support a local smoke-free ordinance. Panelists cover what works in getting people to take action through media and why.

Moderator: TBA

Speakers: *John Pierce*, Co-Principal Investigator, Tobacco Baseline Survey, Cancer Center, University of California, San Diego. Other Speakers TBA

M-11 **Breaking the Mold: Marketing Health**

Panelists in this session discuss successful efforts in which state grantees have broken the traditional mold of health education through efforts designed to market health. Sponsorship, marketing and magnet events which have marketed health rather than a product will be examined.

Moderator: *Jim Smith*, Project Manager, California Doctor's Ought To Care Project (DOC)

Speakers: *Janet Abbott*, Community and Media Liaison, Tobacco Control Project, Contra Costa County Health Services Department; *Nancy Mahannah*, Program Coordinator, Tobacco Education and Cessation

WORKING MODELS

W-12 **Making it Work Session B: Model Programs Targeting Small Business**

This session features a panel discussion of model programs which introduce smoke-free policies in small business settings. Examples include blue collar worksites, beauty shops, restaurants and child care settings.

Moderator: *Diana M. Mellon-Lacey*, Evaluation Coordinator, San Diego State University, Independent Evaluation

Speakers: *Lorraine Whitehorse, Ruth Montemayor*, Vista Community Clinic, Vida Si, Tobacco No!; *Janet McHale*, Tobacco Program Coordinator, Child Action; *TBA* - California Public Health Association

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W-13 Women: The Gatekeepers of Health

Panelists present their experiences and successes in working with women from a variety of backgrounds and in a variety of settings. Emphasis is placed on how all women can be empowered and fortified not only for themselves but for their families, significant others and the community.

Speakers: *Karen Senn*, Project Director, POR LA VIDA, San Diego State University Foundation; *Jeri Day*, Project Coordinator, Cosmetology, Amador County; *Kimberly L. Shoaf*, Project Coordinator, Regional Family Planning Council; *Sue Younger*, Project Coordinator, Sacramento Branch NAACP; *Michael Pines*, Project Director, Cosmetology, Los Angeles County Office of Education

W-14 Learning Can be Fun for Little Ones

For those that work with preschoolers or would like to work with that particular population, this is your opportunity to hear from some of California's best. The projects presented afford us the benefit of their successes with puppeteering to a variety of ethnic pre-schoolers in different settings. Join us and see how our little citizens are being empowered and fortified against the use and abuse of tobacco.

Moderator: TBA

Speakers: *Laura J. Roberts*, Coordinator, "It's Dandy to be Tobacco Free", Health and Human Services Department, Lassen County; *Jan Scare*, Project Coordinator, "Captain Clean Air", Kern Community College District; *Leslie Risling*, Project Coordinator, Hupa Health Association; *Barbra J. Wells*, Project Coordinator, "Puppets for Health", San Luis Obispo County Health Department

YOUTH

Y-13 Teenspeak- Youth Perspectives on Tobacco

Addresses youth participation in tobacco programs. Moderator questions relate to what helps and what hinders youth in conducting tobacco prevention and cessation programs; what attracts youth to participate as youth leaders and what are the attractions and turnoffs for potential program participants.

Moderator: TBA

Speakers: TBA

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REGISTRATION

Registration is limited and is on a first come/first served basis. Please fill out this form carefully. *Registration fees do not include hotel accommodations.* Hotel reservations must be made separately.

Note: To qualify for the early registration fee, registration forms must be postmarked by **August 28, 1992.** Registration forms received after August 28 will be charged the full conference registration fee.

Full Conference Registration Fee Includes:

- Three days of educational programs highlighting California's national and international leadership in tobacco control
- Awards banquet dinner, ceremonies and entertainment
- Nationally known speakers and performers
- Youth talent
- Networking opportunities
- Expert panel discussions
- Exhibit hall with state-of-the-art information
- International luncheon
- All registration and conference materials

Conference Registrar: KREBS Convention Management Services, 555 De Haro, Suite 200, San Francisco, California 94107-2348; Phone (415) 255-1297; Fax (415) 255-8496

HOTEL RESERVATIONS

The meeting site is The Biltmore, 506 South Grand Avenue, Los Angeles, CA 90071; Telephone (213) 624-1011. For toll free reservations call 1-800-245-8673.

Hotel reservations may be made by calling the hotel (Monday - Friday, 8:00 am - 7:00 pm). Be sure to mention the *Revolt Against Tobacco: California Celebrates 3 Years of Progress* in order to obtain reduced rates. Rooms are $79 single or double plus applicable taxes (12%). All rooms are non-smoking.

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REGISTRATION FORM

☐ **YES, Please register me for *Revolt Against Tobacco: California Celebrates 3 Years of Progress.*** For additional registrants, please make photocopies of this form.

Please type or print.

Name (For Badge): First Middle Last

Title Degree

Organization

Address

City State Zip

Telephone Number

FAX Number

General Registration Fees

Please check.	Before 8/28	After 8/28
Full Conference (Three days, includes banquet)	☐ $175	☐ $225
Single Day Rate	☐ $100	☐ $125

Please check one.

☐ Wednesday, September 30 (includes luncheon)
☐ Thursday, October 1 (includes banquet)
☐ Friday, October 2

Awards Banquet Only	☐ $55	☐ $75
Total Fees Enclosed	$ _____	

☐ Check enclosed (Checks payable to *WGPH'24.1*)
☐ Purchase order enclosed
(Payment due within 30 days. Invoice will *not* be sent.)
☐ VISA ☐ Mastercard (Please check one)

Name of Cardholder

Account Number Exp. Date

Signature

REGISTRATION FORM CONTINUED ON NEXT PAGE

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Breakout Sessions

Please write in the code number corresponding to each breakout session you wish to attend. Be sure to include both the letter and number corresponding to each session.

Wednesday, September 30, 1992

Session A (1:30 - 3:00): _____

Session B (3:30 - 5:00) _____

Thursday, October 1, 1992

Session C (9:00 - 10:30): _____

Session D (11:00 - 12:00) _____

Session E (1:30 - 3:00) _____

Friday, October 2, 1992

Session F (9:00 - 10:30): _____

Continuing Education

☐ **YES, I am interested in applying for the following CE units:**

(Please check)

☐ RN ☐ Nutritionists ☐ CHES

☐ MD ☐ Education

(There will be an extra fee, due on-site for CE units.)

Videos

If you would like to have your video displayed during the conference, please fill out the necessary information below.

☐ **YES, our organization would like to display a video:**

List Title(s) List Length in minutes

1. _____

2. _____

3. _____

Exhibits

For information regarding exhibit space and to obtain an exhibit invitation please contact Darien DeLorenzo, KREBS Convention Management Services, at (415) 255-1295 or check box below.

☐ **YES, our organization would like to exhibit.**

Please send me information and application.

Please send registration form with your check, payable to WCPH-24.1 to: KREBS Convention Management Services 555 De Haro Street, Suite 200, San Francisco, CA 94107-2348

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This program is produced by the California Tobacco Control Resource Partnership, a project of the Western Consortium for Public Health in partnership with Americans for Nonsmokers' Rights, Stanford Health Promotion Resource Center, and the Health Officers Association of California, under contract #89-98191 with the Tobacco Control Section, California Department of Health Services to implement Proposition 99, the 1988 Tobacco Tax Initiative.

For information about the conference program, contact: Ann Shine-Ring, Conference Coordinator and Consultant, Western Consortium for Public Health, (408) 629-1811, Fax (408) 225-4101.

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